

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

<u>Contract / Revision</u> 587517 /		<u>Alt Order #</u>
<u>Product</u> NRSC 2012		
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> National Republican Senate Committee		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8201	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	11/01/12	11/06/12	NewsChannel 3 News	5-6am		:30			NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$850.00			
Week:		11/05/12	11/11/12	MT-----				4	\$850.00			
2	3	11/02/12	11/06/12	NewsChannel 3 News	6-7am		:30			NM	3	\$3,555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,185.00			
Week:		11/05/12	11/11/12	MT-----				2	\$1,185.00			
3	3	11/02/12	11/06/12	CBS This Morning	7-9a		:30			NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				2	\$850.00			
Week:		11/05/12	11/11/12	MT-----				4	\$850.00			
4	3	11/05/12	11/06/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$3,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,675.00			
5	3	11/02/12	11/06/12	Price Is Right	11am-12n		:30			NM	3	\$5,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,675.00			
Week:		11/05/12	11/11/12	MT-----				2	\$1,675.00			
6	3	11/02/12	11/06/12	NewsChannel 3 News	12n-1230pm		:30			NM	2	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,345.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,345.00			
7	3	11/02/12	11/05/12	CBS Daytime	1228-3pm		:30			NM	6	\$8,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				3	\$1,345.00			
Week:		11/05/12	11/11/12	M-----				3	\$1,345.00			
8	3	11/02/12	11/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,010.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,010.00			
D 9	3	11/01/12	11/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
10	3	11/01/12	11/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$3,030.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
587517 /	

Contract Dates	Product	Estimate #
11/01/12 - 11/06/12	NRSC 2012	

Advertiser	Original Date / Revision
National Republican Sen:	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$1,010.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,010.00			
11	3	11/01/12	11/05/12	Newschannel 3 News	5-530pm		:30			NM	3	\$4,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$1,345.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,345.00			
12	3	11/01/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	3	\$4,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$1,520.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,520.00			
13	3	11/01/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	3	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$1,850.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,850.00			
14	3	11/01/12	11/05/12	7-730pm	7-730pm		:30			NM	3	\$6,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$2,010.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,010.00			
15	3	11/01/12	11/06/12	The Insider	730p-8pm		:30			NM	3	\$6,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$2,010.00			
Week:		11/05/12	11/11/12	MT-----				1	\$2,010.00			
16	3	11/01/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	3	\$6,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$2,010.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,010.00			
17	3	11/02/12	11/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$1,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$690.00			
Week:		11/05/12	11/11/12	M-----				1	\$690.00			
18	3	11/05/12	11/05/12	Monday Prime	10-11pm		:30			NM	1	\$6,715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$6,715.00			
19	3	11/01/12	11/01/12	Thursday Prime	10-11pm		:30			NM	1	\$6,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$6,035.00			
20	3	11/03/12	11/04/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----SS				2	\$2,050.00			
21	3	11/03/12	11/03/12	Early Show Saturday	9-11am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$250.00			
22	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$340.00			
23	3	11/03/12	11/03/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$180.00			
24	3	11/04/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Advertiser</u> National Republican Sen:		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

											Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,010.00			
25	3	11/04/12	11/04/12	Face the Nation	1030-11am		:30			NM	1	\$2,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,345.00			
26	3	11/04/12	11/04/12	NFL Football	4-7pm		:30			NM	1	\$11,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$11,750.00			
27	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	1	\$13,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$13,770.00			
D 28	3	11/03/12	11/03/12	Redskins Overnight	1135-1235xm		:30			NM	0	\$0.00
E 29	3	11/05/12	11/05/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00			
E 30	3	11/05/12	11/05/12	Overnight Rotator	430-5am		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$25.00			
Totals											66	\$118,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	66	\$118,700.00	\$100,895.00
Totals	66	\$118,700.00	\$100,895.00

Signature: _____ **Date:** _____

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